

Step it up – Marketing the Wales Coast Path

Resource cards

Weekenders

Cramming a lot into a short time

This audience often visits sites and habitats as couples or with a group of friends. They are regular users of social media and the internet and don't mind travelling to discover somewhere new to visit. They have a desire to pack as much into their weekend as possible and enjoy spending time outdoors, enjoy outdoor recreational activities including climbing and swimming and don't mind getting wet and muddy.

Strollers

Non adventurous, fair-weather walkers

This group likes going for gentle walks if weather conditions are amenable. They have no desire to head out into the unknown, they like to follow waymarked trails and like to know there is somewhere they can enjoy a spot of lunch or a cappuccino after their walk. They don't like venturing far into the wilds, they prefer short walks without too many hills, and like to have toilets available.



Sightseers

Like to research before they go and require easy access

Less mobile than they used to be this group doesn't want to be hindered or held back, they have an innate desire to get out into the natural environment and enjoy the sights and sounds of nature. Requiring easy access walking paths and beaches this group uses the internet to plan and research day trips. They like to know what other facilities they can expect when they arrive on site so they can decide whether to visit before setting off home. They need walks on a flat stretch of land with a good walking surface.



Day trippers

Seeking fresh air and a nice picnic spot

Living locally, they regularly visit the surrounding countryside and coast to exercise and relax. They keep an eye on social media for new places to visit and often act upon recommendations from others. They like quiet, undiscovered spots with great views and picnic facilities as they like to bring their own flask and sandwiches. If they spot a species of wildlife, they will look it up as they like to continually learn about the natural world.

Repeat callers

Loyal visitors who like a routine

Although they don't live locally, this group like holidaying in the same coastal town twice a year, every year. They find knowing the town reassuring and have a deep connection with it. They take a keen interest in what's going on in the town and like observing seasonal changes. They find spending time away by the coast good for both their physical and mental health. Although they just about know how to use and access the internet, they don't engage with social media. Can they be persuaded to visit a new section of the Wales Coast Path?



Families

They like to attend different events and make new memories

This group doesn't mind traveling to the coast if they know the family will have a nice time on arrival. The parents regularly keep an eye on social media to see what family friendly events are going on and will book the family in to take part. They are generally active and regularly visit the Welsh coast and countryside throughout the year bringing bikes, scooters and picnics with them. Taking their rubbish home to recycle, they are potential influencers, sharing their experiences with friends and family on social media.



Reluctant visitors

Unsure of the benefits the Wales Coast Path has to offer

This group doesn't travel from home very often. They've spent time and money making their home and garden their own so why would they ever want to leave? They did venture out to visit the coast about 12 years ago and thought it was ok but ever so far away and they didn't really know what to do when they got there. If this group are to be tempted to venture to the coast, they need to be reassured that there will be attractions and a decent cup of tea available when they get there.



Keen to get out and about

Unsure of where to go

This group has poor physical and/or mental health. They are not used to spending much time in the natural environment, but their GP's have assured them that getting out and getting active will offer a boost to their general health. They may be lacking in confidence so will need regular breaks when walking and need to know that there will be seating and toilets nearby. They are not fully convinced that walking along the Wales Coast Path will be beneficial to their health. Can they be convinced? Would a guided walk be best to start with?

